

## Message Text

UNCLASSIFIED

PAGE 01 JIDDA 05833 231148Z

ACTION AGRE-00

INFO OCT-01 NEA-10 ISO-00 EB-08 USIA-15 /034 W

-----015610 231353Z /53

R 230945Z AUG 77

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 9386

INFO AMEMBASSY KUWAIT

AMEMBASSY MANAMA

USLO RIYADH

AMCONSUL DHAHRAN

UNCLAS JIDDA 5833

E.O. 11652: N/A

TAGS: BTRA, EAGR, SA (WHITWORTH, J).

SUBJ: AGRICULTURAL TRADE SHOW, NEW ORLEANS

REF: STATE 197605

1. REFTEL REPEATED TO DHAHRAN FOR CONSIDERATION. POST BELIEVES VISIT TO DHAHRAN INSTEAD OF RIYADH WOULD BETTER SERVE WHITWORTH'S OBJECTIVES. LARGEST FOOD IMPORTERS IN KINGDOM ARE IN JIDDA. DHAHRAN ALSO HAS SUBSTANTIAL FOOD IMPORTERS, SERVING MOST AFFLUENT REGION IN THE KINGDOM. MOST JIDDA AND DHAHRAN FIRMS HANDLING BULK OF TRADE HAVE BRANCHES IN RIYADH.

2. SEPT. 20 AND 30 PRESENTLY SCHEDULED FOR RIYADH FALL ON THURSDAY AND FRIDAY, MUSLIM WEEKEND HOLIDAY: HENCE TIME WOULD BE WASTED. WE SUGGEST THAT WHITWORTH ADVANCE HIS ARRIVAL TO SEPTEMBER 24 AND SPEND THREE DAYS IN JIDDA (SEPT. 24, 25 AND 26) AND TWO DAYS IN DHAHRAN (SEPT. 27 AND 28).

3. LOCAL TRADERS DO NOT GENERALLY LIKE GROUP MEETINGS WITH COMPETITORS. WE SUGGEST INDIVIDUAL APPOINTMENTS  
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WITH DOZEN OR SO TOP FIRMS AND DISTRIBUTION OF LITERATURE ON THE NEW ORLEANS TRADE SHOW TO ALL THE TRADERS DURING OR AFTER WHITWORTH'S VISIT.

4. PLEASE INFORM US ASAP RE DECISION IN ORDER PROVIDE ENOUGH TIME TO MAKE HOTEL RESERVATIONS OR OTHER ARRANGEMENTS FOR ACCOMMODATIONS. CONTROL OFFICER:

COMATT EBLAN.  
WEST

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** VISITS, TRADE FAIRS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 23-Aug-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977JIDDA05833  
**Document Source:** CORE  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Original Handling Restrictions:** n/a  
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**Retention:** 0  
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**Review Date:** 24-Nov-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
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**Review Release Event:** n/a  
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**Review Withdrawn Fields:** n/a  
**SAS ID:** 1519620  
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**Status:** NATIVE  
**Subject:** AGRICULTURAL TRADE SHOW, NEW ORLEANS  
**TAGS:** BTRA, EAGR, ETRD, SA, (WHITWORTH, J)  
**To:** STATE  
**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
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